

3

Q14.

If the Padres Channel were not available on your TV program service, what would you accept as a substitute? Please use the space below to tell us.

1. ?
2. 100% Game coverage on a sound channel
3. A different TV service, radio coverage
4. All Regional Fox Sports channels
5. another movie channel
6. don't know
7. Fox sports
8. free access to a premium sports pkg.
9. I can't lose my Padres Channel
10. I don't know
11. I need a low cost way to see the Padres
12. Local broadcasts by a channel other than the Padres channel.
13. MLB package
14. Not one damn thing, and NO the Padres Channel is NOT carried by DirectTV, much to our disgust
15. Nothing (5 comments)
16. nothing comes to mind
17. Nothing!!!
18. Padres games are the most important television programs in our home. Only providers of Padres games are under consideration whatsoever. No substitute is possible.
19. Premium channel
20. Season Ticket holder!
21. substitute not necessary
22. The big problem with satellite service is that we can not get the channel 4 padre station. I have considered switching back to cable just to get padre baseball.
23. The live broadcast on another channel in HD
24. the military channel
25. The only thing we can tell you is that that is the only reason we have chosen NOT to change from Cox..we love watching the Padre games, we love baseball but watching other teams would not be as high on our list
26. There could not be a substitute for not getting the Padres; I will really miss them if they are gone.
27. we are Padre's fans and would rather watch them on Channel 4 than go to a game. I doubt that there is any substitute.
28. You have it or not. I would not pay for anything else.

4

FLASH REPORT Update SD Channel Preference 03-08 A Fast Filter ePanel Survey

March – 2008

Contact:

Kurt Anderson (203) 771-1072

Jon Cowper (210) 886-2060



REDACTED – FOR PUBLIC INSPECTION

Pages 2-23 REDACTED

5

San Diego Market Area Study

Internal D2D sample of customer sales at the door from 1-24 to 1-30, 4 agents

	Doors	Reached	Sold	No	No due to Padres	Not Decision Maker	% No due to Padres
24-Jan Cox							
26-Jan Cox							
26-Jan Cox							
28-Jan Cox							
28-Jan Cox							
29-Jan Cox							

Total

Reach Rate:

Close Rate:

24-Jan Time Warner

24-Jan Time Warner

28-Jan Time Warner

30-Jan Time Warner

Total

Reach Rate:

Close Rate:

Total

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6

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Save Team San Diego Disconnects

	March	April	May	Total
Padres Disconnect				
Total Disconnect				
% Padres				

Save Team San Diego Cancels

	March	April	May	Total
Padres Cancels				
Total Cancels				
% Padres				

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7

San Diego Market Area - Loss of revenue due to no Padres

Model: Impact based on CAR & Market Studies

DMA	Jun 07	Jul 07	Aug 07	Sep 07	Oct 07	Nov 07	Dec 07	Jan 08	Feb 08	Mar 08	Apr 08	May 08	Jun 08	Jul 08	Total
Gross Sales															Sep-Jul
San Diego Gross Sales															

Gross w/Padres
Loss of sales

Rate

Cancel adjustment
Churn adjustment

Net Loss in Sales

Assumptions:

% of customers will not purchase due to "No Padres" based on San Diego Market Area Mar 08 CAR Study (Slide 18)

Cancel adjustment = Accounts for run rate cancel rate on base of lost sales

Churn adjustment = (Loss of Sales - Cancel Rate Adj [Net Sales]) * churn rate if Padres was avail

Cancels
Canceled Orders
San Diego Cancel Rate

No Padres Canc
Cancel Rate if Padres Avail

Rate

Assumptions

% of customers cancel U-verse due to "No Padres" based on San Diego Market Area save team study March 08 - May 08

Churn
Disconnects
San Diego Churn Rate

Inservice

No Padres Disc
Churn Rate if Padres Avail

Rate

Assumptions

% of customers disconnect U-verse due to "No Padres" based on San Diego Market Area save team study March 08 - May 08

Total Losses

Total Loss Opportunities

Assumptions

Revenue per user
Life Cycle - mos

Total Loss Opportunities are the sum of lost sales, customer cancellations, and customer disconnects due to No Padres.
The average Uverse customer generates per month in billing and has a life cycle of approx. mos.
Total loss estimated at

Comments

Jun-Aug 2007 data not used for calculations based on product launch period and normalization of results.

Data source: UMART MOM Scorecard

Life cycle calculated using existing market churn information

8

San Diego - AT&T U-verseSM Order Worksheet



Questions Regarding your Order: 1-877-377-0415

Call Center Rep: _____ Case ID: _____

CPNI - We need your approval so that AT&T and our authorized agents can use your service and usage records to offer you valuable products. Protecting the privacy of those records is your right and our duty under federal law. With your approval, we can share them with our affiliates and authorized agents. Your approval remains in effect until you change it. You can withdraw it at any time without affecting your service.
☐ Yes ☐ No

Sales Representative's Salescode _____ Sales Representative _____ Lead ID: _____

Required Service Information

Customer Name: _____

BTN: _____ Additional Line Telephone Number: _____

Service Address: _____

Call Back number: CBR 1 _____ CBR 2 _____ E-mail Address (Required) _____

AT&T U-verse

SERVICE PLANS	TV Only	TV and Internet Bundle Pricing			
		Express (1.5M)	Pro (3.0M)	Elite (6.0M)	Max (10.0M)
U400 ¹	<input type="checkbox"/> \$99	<input type="checkbox"/> \$124	<input type="checkbox"/> \$129	<input type="checkbox"/> \$134	<input type="checkbox"/> \$154
U300 ¹	<input type="checkbox"/> \$79	<input type="checkbox"/> \$104	<input type="checkbox"/> \$109	<input type="checkbox"/> \$114	<input type="checkbox"/> \$134
U200 ¹	<input type="checkbox"/> \$59	<input type="checkbox"/> \$84	<input type="checkbox"/> \$89	<input type="checkbox"/> \$94	<input type="checkbox"/> \$114
U100 ¹	<input type="checkbox"/> \$44	<input type="checkbox"/> \$69	<input type="checkbox"/> \$74	<input type="checkbox"/> \$79	<input type="checkbox"/> \$99
U-Family ²	<input type="checkbox"/> \$44	<input type="checkbox"/> \$69	<input type="checkbox"/> \$74	<input type="checkbox"/> \$79	<input type="checkbox"/> \$99

Includes 1 HD-ready receiver with a DVR
 *Only 1 receiver included - DVR \$15 extra

Premium Movie Channels - \$14 EACH/MONTH
☐ HBO ☐ Cinemax ☐ SHOWTIME ☐ FLIX
☐ Starz ☐ The Movie Channel

Premium Channel Packages
☐ Movie Package \$15/mo ☐ HD Programming \$10/mo
☐ HBO/Cinemax \$24/mo ☐ Sports Package \$10/mo

International Programming
☐ Paquete Espanol \$10/mo ☐ SBTN \$15/mo
☐ GMA Pinoy/TFC pkg \$24/mo ☐ SET ASIA \$15/mo
☐ GMA Pinoy \$12/mo ☐ TV ASIA \$15/mo
☐ TFC \$12/mo ☐ TV Japan \$25/mo

ESPN Game Plan - 8/30/08-10/13/08
☐ In-season \$129 ☐ Installment Billing
 (3 equal payments will be applied to the next 3 bill cycles)

Set Up ☐ # of TV's (\$5/ea/mo after 1st)

Current AT&T High Speed Internet Customer?
☐ Yes ☐ No ☐ Migrating to U-verse HSP? ☐ Yes ☐ No
☐ No ☐ Upgrading speed? ☐ Yes ☐ No

U-verse INFORMATION YOU NEED

Billing Account # (BAN) _____
 Password: _____ PIN: _____
 Installation Date: _____ Arrival Time: _____

AT&T U-verseSM Voice Options

☐ U-verse Voice Unlimited \$30/mo. (Includes Canada)
☐ U-verse Voice 1000 \$25/mo. (\$0.05/min overage)
☐ U-verse Voice 2-Line \$20/mo. (minutes shared)
 List Name as: _____
☐ Omit Address ☐ Non-Pub \$4.95/mo ☐ Non-listed \$2.25/mo

AT&T Voice Options - Is this your Primary Line ☐ Yes ☐ No

Packages: (Includes Flat Rate Access Line Charge)

☐ ALL DISTANCESM \$35/mo ☐ Complete ChoiceSM Basic \$21/mo
☐ ALL DISTANCESM for U-verse \$30/mo (min req: U100 & Express)

Access Line - Extended Service Areas and other Fees extra

☐ Flat Rate Unlimited Calling \$10.94 ☐ Measured Rate \$5.83
☐ Lifeline Flat Rate \$5.47 ☐ Lifeline Measured Rate \$2.91

For CA Lifeline only Toll Blocking ☐ Yes ☐ No

Certification Instruction and Forms:

Braille ☐ Yes ☐ No Large Print ☐ Yes ☐ No

Listing ☐ Published ☐ Non-Published \$12.25/mo

List Name as: _____

900/976 Call Blocking ☐ Blocked ☐ Un-blocked

Caller ID blocking options ☐ Selective ☐ Complete

Three Way Call blocking ☐ No ☐ Yes

☐ Wire Pro \$6/mo ☐ Metro Plan \$3/mo

☐ AT&T One Rate NationwideSM 5c Advantage \$4/mo

☐ AT&T Worldwide Value Calling \$5/mo

\$ _____ Total Monthly U-verse TV Charges

\$ _____ Total Monthly U-verse Internet Charges

\$ _____ Total Monthly Phone Charges

\$ _____ Total Monthly Charges

Installation Fees \$ _____

Promotions/Other Products: _____

Customer reviewed information on back of order form: Y ☐ N ☐ Customer Initials: _____

This form does not provide a complete list of the services offered by AT&T California.

The sales representative has gone over this form and the AT&T Residential Product Brochure with me. I understand that it is my responsibility to read it completely during the 3-day cancellation period and that acceptance of service, after that period expires, means that I have accepted the applicable terms and conditions in the brochure. ☐ Customer received disclosure brochure Customer Initials: _____

Customer Signature: _____ Date: _____

NOTE: By submitting this, you acknowledge that you have read and agree to the following terms: Installation charges may apply; Prices do not include taxes, government surcharges, the Federal Universal Service Fee, or the Federal Subscriber Line Charge, if applicable; Advance payment may be required; Additional discounts may apply. Confirmation of this order will be sent to the address you provided.

You, the buyer, may cancel this transaction at any time prior to midnight of the third business day after the date of this transaction. See the notice of cancellation form for an explanation of this right. c/o Kyla Perry 11093 Sun Center Drive Rancho Cordova, CA 95670.

Dealers are not authorized to collect any payments for AT&T Services. Payments are made solely to AT&T Nevada and AT&T CA. Customer is advised that AT&T Dealers, including authorized AT&T sales representatives cannot vary the rates, terms or conditions of Company's Service offers or improperly decrease a Customer's financial obligation to the company.

U-need to know

Please review the information below to ensure your sales representative has covered important information regarding your AT&T U-verseSM service. Thank you for choosing AT&T.

Streams: 4 Total Viewable Streams, 2 High Definition (if available)

- ☐ AT&T U-verse currently offers 100% digital IP television in a total of four viewable "streams" (channels). Two HD* and two standard-definition (SD) channels, one HD* and three SD channels, or four SD channels, can be recorded or viewed simultaneously. If you watch the same channel on different TVs, it counts as 1 stream. AT&T U-verse also supports up to 8 total set top boxes. One set top box per TV is required.

**HD subscription fee will apply*

** Capability to view/record 2 HD programs simultaneously is available in most areas. However, the HD capability depends on many factors and cannot be confirmed until time of installation*

Digital Video Recorder (DVR)

- ☐ U-verse DVR currently operates on 1 TV. Up to 4 shows may be recorded at the same time, but may only be watched on the television connected to the DVR receiver.

Installation

- ☐ Due to the work involved installing U-verse in your home, please reserve four (4) to six (6) hours of your day to be home for the installation. Someone 18 years or older must be in your home at all times during the installation.

Understanding Your Bill

- ☐ Your AT&T U-verse bill and phone bill may arrive on two separate bills. Your first AT&T U-verse bill will include charges for a partial month for the remaining days in your billing cycle plus the next full month. Because the first bill includes charges for a partial month's service and charges for the first full month of service, which is billed in advance – you may notice your first bill is higher than your regular monthly rate.

Current Services

- ☐ You can avoid a period without service if you wait to contact your previous provider until AFTER we install your U-verse service.

Electrical Outlets

- ☐ As a reminder, the residential gateway requires a three prong grounded outlet and your AT&T installer is not allowed to move furniture. Please make the connections to your TVs and computers accessible. (Adapters that convert a 2-pronged outlet to a 3-pronged outlet are not compatible and will not work with the Gateway).

No Padres Major League Baseball

- ☐ AT&T U-verse TV currently does not broadcast a channel airing live Padres regular season baseball games.

Premises and Installation Charges

- ☐ Initial installation charges will cover connecting (1) all receivers and (2) one new PC or all existing networked PCs to existing wiring at no extra cost. Additional charges may be incurred for other premise installation services provided. Installation technician will quote any charges before beginning.

AT&T Voice (IP) (limited availability)

- ☐ In the event of a power outage, the AT&T battery back up is necessary in order to make and receive calls, including 911. The battery will enable calls for up to 4 hours and is also required to maintain the functionality of alarm systems. To conserve your battery power, you should avoid using Internet service during a power outage. Your initial battery will be provided by ATT. As with any battery, a replacement is sometimes needed. Replacements can be ordered by calling the 800 numbers shown on your battery backup units. 800 number service not available with AT&T Voice (IP)

9



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The Padres High definition revolution continues in 2008...
150+ Padres games in HD!

ALL HD

All Padres...
All HD...
All the time... **only on cable!**

HBO Starz

\$12 a month*

*for 3 months when you order HBO & Starz or any first 2 premiums

[learn more >](#)

Connection Unlimited Plus

\$29.99 /mo

No activation fees + unlimited local and nationwide calling!

[learn more >](#)

Cox High Speed Internet

\$5 /mo*

*Up to 7Mbps for only \$5/mo for 6 months with the Cox Ultimate Bundle!

[learn more >](#)

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Cox Communications received the highest numerical score among telephone service providers in the West in the proprietary J.D. Power and Associates 2005-2007 Customer Satisfaction StudiesSM. 2007 study based on 11,911 total responses from consumers measuring 6 providers in the West (AZ, CA, CO, IA, ID, MN, MT, & WY) and measures opinions of consumers who received their local and long distance service from one provider. Proprietary study results are based on experience surveyed between April-May 2007. Your experiences may vary. Visit www.jdpower.com.



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Get Starz® plus another
premium movie channel for
only \$12 a month for
3 months.



Learn more >

COX Digital CableSM

Premium quality, choice and value make the Cox Digital Cable difference. With Cox Digital Cable you are now able to view the entire channel lineup in 100% digital picture and sound. Cox delivers more movies, more sports, more news, and more entertainment!

With over 250 channels available with Cox Digital Cable, there's plenty of programming for every family member. You'll treat your eyes and ears to our crystal-clear, digital-quality picture and sound, while easily searching for programs with our interactive program guide – all without having to buy any equipment! Get Cox Digital Cable today, starting at just \$6.00 per month!

More Channels

Cox Digital Cable totally gives you the power to select from a variety of packages for the best home entertainment experience. [learn more...](#)



Cox Digital Cable gives you more program choices with access to On Demand, Music Choice, pay-per-view services and so much more. Take a few minutes to view our constantly-growing channel lineup [learn more...](#)

More Sports

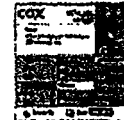
The Padres high-definition revolution continues in 2008... Get closer than ever before, with 150 Padres games in HD. Exclusively on Channel 4 San Diego. All Padres... All HD... All



the time... only on cable!

Interactive Program Guide (IPG)

Take control of your television! Easily search for program listings, read show summaries, set a program reminder, or block programming that doesn't fit your viewing taste. [learn more...](#)



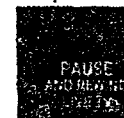
High-Definition (HDTV)

Cox is all about picture quality and **FREE HD!** Up to **40 HD channels**, plus over 160 HD On Demand choices gives you access to over 200 HD programming choices. You won't find that with Satellite! [learn more...](#)



Digital Video Recorder (DVR)

Optional Cox Digital Video Recorder (DVR) service allows you pause and rewind live TV, record two shows at once, and more! [learn more...](#)



Premium Channels

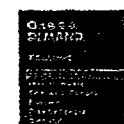
Each premium subscription (HBO, Cinemax, Starz, Showtime/The Movie Channel) includes several channels, including free HD programming and access to free Premium On Demand content! [learn more...](#)



Cox also has several *premium* specialty channels available for subscription, such as The Filipino Channel, QTN, Zhong Tian Channel and TV Japan - as low as \$10 per month. [learn more...](#)

On Demand / On Demand HD

Movies, shows, concerts and more are available anytime you want, with On Demand. On Demand also opens up a world of premium entertainment from HBO, Cinemax, Starz and Showtime with each digital premium subscription (now also in HD!) [learn more...](#)



Now you can watch HD Movies On Demand - in beautiful 1080i with Dolby Digital 5.1 surround sound. Tune to Channel 799 with your HD receiver to start enjoying HD On Demand! [learn more...](#)

Cable Costs Less

On average, you pay less for cable than for a comparable satellite service. [learn more...](#)

**Cable is Local**

Cox values its partnership with the local community and will give you the best coverage of local sports with Channel 4 San Diego, including 150 Padres games in HD. *You won't find that on satellite.* [learn more...](#)

**On-Time Guarantee**

Cox Communications is so committed to customer service and to not wasting your valuable time – that all of our installation and service calls are backed with an On Time Guarantee. [learn more...](#)

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* At the present time both HBO HD On Demand and Cinemax HD On Demand are temporary services and may not have regularly available programming.

† Offer expires 4/27/08 and is limited to new digital cable service customers in Cox San Diego serviceable areas. Offer requires subscription to Cox Standard Serv programming package) and is limited to primary outlet. After first 3 months, regular monthly rates apply. One-time \$55 activation charge applies. Cox Digital Cable and remote (\$5.25/mo.). Additional charges apply for premium services, extra TVs connected to digital cable, PPV events, sports packages and OD titles. All rate: surcharges and other fees. Offers and service are subject to prior credit approval. Deposit may be required. Other restrictions apply. © 2008 Cox Communications

Cox Digital Cable requires rental of a digital receiver & remote (\$5.25/mo) and separate subscription to Cox Cable service (starting at \$14.99/mo.). Additional charges for HD Service, DVR, extra TVs connected to Digital Cable, PPV events, sports packages and On Demand titles. Televisions and other consumer owned devices require a digital set top receiver in order to receive all programming options offered by Cox Digital Cable. One-time activation charge of \$55.00 is required per outlet. All prices change and exclude applicable taxes and franchise fees. Names and logos of featured programmers and program services are the property of their respective owners in all areas. Other restrictions apply. © 2008 Cox Communications, Inc. All rights reserved.

10

Cox Padres Advertising

Online email blast to customers 4/2/2008



COMMUNICATIONS



cox connexion

FORWARD
TO A FRIEND

Your Friend in the Digital Age

FOR GREAT DEALS VISIT COXSANDIEGO.COM

inside connexion

- 150+ HD Padres games!
- In Your Community
- Coming Soon from Cox
- Cox-In HD
- Latest HD Additions
- Pay-Per-View in HD
- This Month On Demand
- FreeZone HD
- TV Alert
- HOT Deals from Cox

The Padres High definition revolution continues in 2008...



ALL
HD

150+ Padres games in HD!

All Padres...
All HD...
All the time... **only on cable!**

The Padres high-definition revolution continues in 2008... Get closer than ever before, with 150 Padres games in HD. Don't miss a minute of Padres action brought to you by Cox and Channel 4 San Diego! Exclusively on Channel 4 San Diego - channel 4 and 704 [HD].

All Padres... All HD... All the time... **only on cable!** learn more...



11

Exhibit 11

See enclosed CD-ROM

Description

The CD-ROM contains two television commercials recently aired by Cox in the San Diego market area.

Commercial 1 – April 28, 2008

This commercial mentions the availability of Padres games on Channel 4 San Diego in a voiceover, as well as an on-screen graphic referring to "Channel 4 San Diego."

Commercial 2 – June 16, 2008

This commercial includes a scene with a baseball game in the background, with an announcer saying: "Plus, catch the Padres in high-def on Channel 4 San Diego."

An on-screen graphic says:

150

Padres Games in High-Def
on Channel 4 San Diego
Exclusive to Cable!

Playback Instructions

The CD-ROM contains video data files of the two commercials in Windows Media format, along with this Readme file.

The files are intended to be viewed using a computer, not a DVD player.

12